



Essen, November 28, 2019

Opportunity for young companies:

International Start-up Area celebrates premiere at Security Essen 2020

Participation in trade fairs possible at a reduced fixed price

As the leading trade fair for the security industry, Security Essen is the showcase for innovations every two years. In order to also enable young companies to be present in front of trade visitors from all over the world, there has long been a promotional program in cooperation with the Federal Ministry for Economic Affairs and Energy. However, this only applies to German companies. Security Essen has therefore now set up its own program for start-ups from abroad. For the first time, young international companies will benefit from this program at the next edition of the trade fair, which will take place at Messe Essen from 22 to 25 September 2020.

Prominently located in the new Hall 7, the International Start-up Area will be a highly visible platform for young companies. Here they will be able to present their new products and services to the trade public. Julia Jacob, Head of Project for Security Essen: "The security industry is changing. New challenges require new technologies. Many of these innovations come from young companies. We are delighted to now be able to offer a stage to these thought leaders from abroad, as well."

Companies must not be more than ten years' old

The program for international start-ups will include an equipped presentation area with furniture, electricity and lettering, as well as the access to the trade fair website at a net price of 990 euros. Companies younger than ten years, with fewer than 50 employees and an annual turnover of no more than ten million euros may apply for a place on this special area.

Further information and registration at: www.security-essen.de



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